



## **EXECUTIVE DIRECTOR/STAFF REPORT: August 2009**

- **Visitor Guide Fulfillments** Mail: **763** Downloads: **11** e-Brochures: **733**
  - Tour Texas – 176
  - Southern Living – 459
  - Texas Monthly – 3
  - Texas Highways – 4
  - Home & Away – 6
  - Midwest Southern Traveler – 1
  - AAA Journey – 5
  - See Texas First – 83
  - TTIA File Folder – 26
  - See Texas First e-Brochure – 733
  - Tour Texas PDF Downloads – 11
- **Convention Groups Serviced:**
  - TASC& Women's Empowerment
- **Site Inspections:**
  - North American Telugu Society at Arena & Embassy Suites
  - Prime Time Sports at Arena & Conference Center
  - Southern Gas Association at Conference Center & Arena
  - Thomas Nelson Live Events at Dr Pepper Arena
- **Meetings/Events Attended:**
  - DFWATC Sports Alliance CC, Board Meeting
  - Hotel Association of North Texas Luncheon
  - Meeting w/Bill Herman at Area re: Outstanding Event Proposals
  - Entry Marker Master Plan Meeting
  - Film Friendly Frisco
  - Meeting w/Donnie Nelson re: New D-League Team
  - Sister City Meeting
  - CVB Board Strategic Planning Meeting
  - EDC Strategic Planning meeting
  - 2010 Shop Frisco Book, re: Increase/Budget/Design
  - Union Cathedral Contact to Discuss Event Details for Sales Lead
  - Shawnee Trail meeting regarding traveling exhibits
  - EmpowerMINT Webinar
  - Texas Trust Fund CC w/Frisco Sports Venue Executives
  - Texas USA Wrestling Event w/Jim Curtiss

- meeting w/Wes Grandstaff, Fieldhouse USA re: Upcoming Tournaments & Events for 2009-2010
  - Bi-monthly CVB/Hotel Partner Meeting
- **Presentations:**
  - Monthly Report to City Council
  - Lunch Presentation to (9) TX Association Meeting Planners
- **Sales Missions/Travel:**
  - Austin, TX – 8 Sales Calls & Client Luncheon
  - Las Vegas, NV – Connect Marketplace – 38 appointments
- **Day Trips Generated**
  - Kincaid Shopping Trip, arrival on November 18, 2009
- **Special Projects**
  - All CVB staff have completed the CTA Class & are Certified CTA's
  - Film Friendly Guidelines & Application to TX Film Commission
  - CTA Class Facilitation